

Contact:
Conchita Ruiz-Topinka
Director, Communications
AvMed Health Plans
(305) 671-7306
Conchita.ruiz@avmed.org

FOR IMMEDIATE RELEASE

**AVMED HELPS BRING BACK UNIVERSITY OF FLORIDA
FANFARE & FIREWORKS**

GAINESVILLE, FL (June 9, 2010) – AvMed Health Plans was essential in bringing back Fanfares & Fireworks, the Independence Day eve celebration whose existence has been up in the air for the past two years. Now, thanks to AvMed, a sponsor of the event, it is back on and scheduled for July 3, 2010.

It was announced last year that the event would not take place in 2010 because of a lack of funding. The University of Florida and the state Legislature both cut the budget for the event, which led to a cancellation of the popular music and fireworks show. Local businesses and other organizations had donated funds to attempt to save Fanfare & Fireworks, but it was an insufficient amount to fully cover the cost of the event.

AvMed, one of Florida's oldest and largest not-for-profit health plans, was instrumental in ensuring that this fantastic event was not taken away from the community. The event is a 20-year tradition, and the only annual fireworks display to happen in Gainesville. It is also presented by commercial radio stations WRUF and WLUF-TV and public broadcasting stations WUFT, WJUF and their affiliates. WRUF/WUFT Sports Director Steve Russell along with Ilene Silverman-Budd will serve as emcees. There will be music from the 6th Street Rhythm and Blues Review, Hartley Leacock and the Collective Format Band, and the Gainesville Community Band will perform an hour-long concert throughout the entire fireworks display.

AvMed Health Plans, which has over 350 employees in Gainesville, is committed to giving back to the communities it serves. With more than 40 years in Florida, AvMed is solely focused on providing health coverage to Florida citizens and businesses. It is part of Gainesville-based SantaFe HealthCare, which also includes Haven Hospice and The Village.

- ### -